



HANSEN BEVERAGE COMPANY

Rodney C. Sacks
Chairman of the Board

0115 04 29 12 30

1010 Railroad Street
Corona, California 92882

December 6, 2004

909•739-6200
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Certified Mail – Return Receipt Requested

Food & Drug Administration
Office of Nutritional Products
Labeling and Dietary supplements (HFS-810)
Center for food Safety and Applied Nutrition
200 "C" Street, SW
Washington DC 20204

DEC 21 2004

Dear Sirs:

Notice is hereby given pursuant to the requirements of Section 403(r)(6)(21U.S.C.343 (r)(6)) of the Federal Food, Drug, and Cosmetic Act and in accordance with the requirements of 21CFR101.93 that Hansen Beverage Company of 1010 Railroad Street, Corona, California 92882, is marketing a dietary supplement bearing the following statement on the label and/or in the labeling:

Text of Claim:

ENERGY
Energy Supplement
MONSTER ENERGY™
ASSAULT™

At Monster we don't get too hung up on politics. We're not for "the War", against "the War", or any war for that matter.

We put the "camo" pattern on our new Monster Assault can because we think it looks cool. Plus it helps fire us up to fight the big multi-national companies who dominate the beverage business.

We'll leave the politics to the politicians and just keep doing what we do best – make the meanest energy supplements on the planet!

Declare war on the ordinary! Grab a Monster Assault and Viva La Revolution!

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Ingredients that are subject of the claim:

Sucrose
Glucose
Taurine
Sodium Citrate
Panax Ginseng Root Extract
L-Carnitine
Caffeine
Ascorbic Acid (Vitamin C)
Niacinamide
Sodium Chloride
Glucuronolactone
Inositol
Guarana Seed Extract
Pyridoxine Hydrochloride
Riboflavin
Maltodextrin
Cyanocobalamin

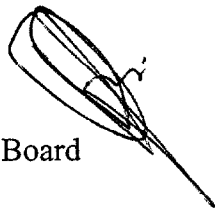
Name of Supplement (including brand name):

MONSTER ENERGY™ - Energy Supplement
ASSAULT™

We hereby certify that the information contained in the above notice is complete and accurate, and that Hansen Beverage Company has substantiation that the statements are truthful and not misleading.

Sincerely,
HANSEN BEVERAGE COMPANY

Rodney Sacks
Chairman of the Board

A handwritten signature in black ink, appearing to read "Rodney Sacks", written over a horizontal line.